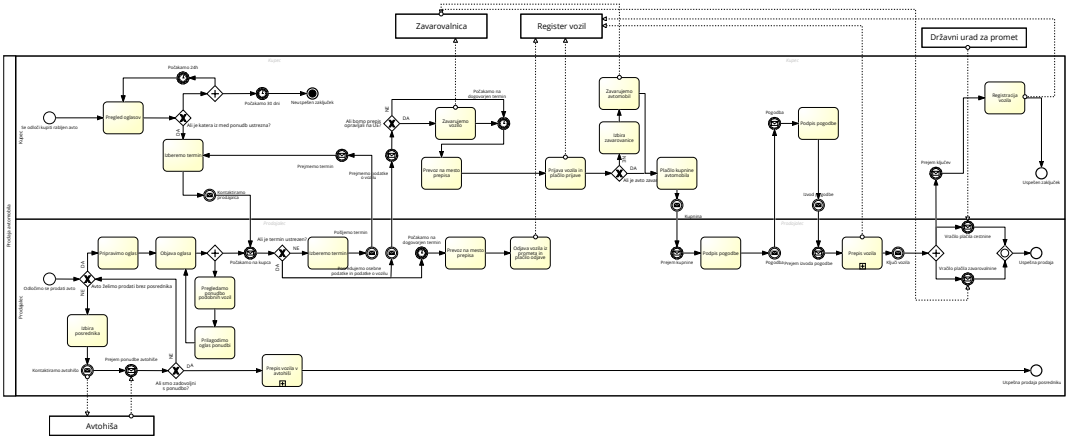Prodaja avtomobila